

WEEK OF
12/27/48

MARCH

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JUNE

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SEPTEMBER

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DECEMBER

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26 27 28 29 30 31

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

***** OUR SINCERE THANKS FOR YOUR HOLIDAY GREETINGS *****
 * OUR BEST WISHES FOR A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR *
 * THE EDITORS *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 27, 1948</u>			
Dec. 25	CHRISTMAS DAY (Saturday).		
Tuesday Dec. 28 3:00 P.M.	SHOWING OF JUNIOR FASHIONS Junior Fashion Show presenting suits, coats and dresses for Midseason and Spring. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Beginning Wednesday Dec. 29	OPENING OF SPRING JEWELRY COLLECTION Opening of the Spring 1949 line of Coro Jewelry, Coro Craft, Coro Originals, and Coro Pearls. For appointment, contact: Ann R. Silver, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM
Dec. 29	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (NEW YEAR'S WEEK).		
Beginning Friday Dec. 31	OPENING OF SPRING SCARF COLLECTION Opening of Spring 1949 line of Glentex scarfs, stoles and accessories. For appointment, contact: Ann R. Silver Associates, MU. 7-8654.	GLENSDER SCARF CORP.	417 FIFTH AVENUE SHOWROOM
Jan. 1	NEW YEAR'S DAY (Saturday).		
Tuesday Jan. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will present his Spring Millinery to the press during breakfast. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY PREVIEW FOR PRESS Millinery fashions for Spring by Mary Goodfellow will be presented to the press. By invitation only. Contact: MU. 8-3787.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 5 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Lenesta will present her Spring Millinery collection to the press. Attendance by invitation only. Contact: PL. 5-6030.	LENESTA	15 EAST 53RD STREET SALON
Wednesday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Presentation of Spring Millinery by Madame Pauline. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	6 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY FASHIONS Laddie Northridge will present his Spring Millinery to the press and buyers. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Cancelled Jan. 5	BRYANS "JANUARY THAW" PARTY, SPRING HOSIERY SHOW, ORIGINALLY SCHEDULED WEDNESDAY, JAN. 5 AT 5:00 P.M. HAS BEEN CANCELLED. (New date later).		
Thursday Jan. 6 10:00 A.M. Breakfast	SPRING MILLINERY PRESS PREVIEW Press showing of Sally Victor's new millinery for Spring. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 6 11:30 A.M. Flight & Luncheon	PRESS PREVIEW OF SKYCRUISER LINE Presentation of Spring Skycruiser line by Barmon Bros. to be shown on flight for local press, newsreels and television. By invitation only. Colonial Airlines Publicity: Al Hudson, CI. 5-5900. Barmon Publicity: Hickory Associates, Sid Schechtman, MU. 7-9274.	BARMON BROS. (BUFFALO, N.Y.)	COLONIAL AIRLINES VANDERBILT AVENUE
Thursday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Spring Millinery by Emme at a press luncheon. Attendance by invitation only. Contact: MU. 8-1689.	EMME	21 EAST 56TH STREET SALON
Friday Jan. 7 12:15 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON The Fashion Group will present a "Double Feature" millinery show: (1) French hats especially created for the Fashion Group by ten leading French Milliners. Commentator: Lydia, Milliner and importer. (2) Hats from ten leading American designers. Commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman of Millinery Div.: Frances Hodges. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Sunday Jan. 9 11:00 A.M. Brunch	SPECIAL BRUNCH FOR VISITING EDITORS The National Shoe Institute will invite out-of-town editors to a brunch. Contact: Alice Dowd, J. Walter Thompson, MU. 3-2000, Ext. 304.	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
Week Of Jan. 10	TWELFTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N. Y. to see couture collections which will be shown daily. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday Jan. 10 4:00 P.M. Tea	"FIFTY YEARS OF DAYTIME FASHIONS" The press will be invited to a dress rehearsal of the daytime fashion show which will be part of the Golden Anniversary dinner program of the National Association of House Dress Manufacturers, to be held <u>Tuesday, Jan. 11, at 7:30 P.M.</u> Fashion Ballet of authentic oldtime costumes will be shown, along with completely original presentation of their modern counterparts. Attendance by invitation. Publicity: Joan Klein, Fashion Advertising Co., BR. 9-5050.	NATIONAL ASS'N. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 10 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Accessories Fashion Show for local and out-of-town press, and department store executives. Showing at 5:00 P.M. Attendance by invitation, which must be presented at the door. Publ.: Ann R. Silver Assoc., MU. 7-8654.	ANN R. SILVER FOR LEADING ACCESSORY DESIGNERS	HOTEL ROOSEVELT GRAND BALLROOM
Monday Jan. 10 5:30 P.M.- 7:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Primrose House will display several new items which will be added to their Treatment Line at a cocktail party for the press. Attendance by invitation only. Publicity: Lola Christie, PL. 3-2939.	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
Monday Jan. 10 7:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Maurice Rentner will present his "Spring Collection in the Fifth Dimension" to the out-of-town press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Monday Jan. 10- Jan. 13	NATIONAL LINGERIE AND NEGLIGEE SHOW First presentation of lingerie and negligees, to enable retailers to view every phase of the lingerie market. Lighting and production: Abe Feder. By invitation. Fashion Coordinator and Publ.: Mildred Kaldor: MU. 9-5420.	LINGERIE & NEGLIGEE INDUSTRY	71ST INF. REG. ARMORY PARK AVE. & 34TH ST.
Week Of Jan. 10	SHOWING OF SPRING HANDBAG LINE Advance Spring handbags and fashions in needlepoint will be presented to the press and trade. Publicity: Mrs. Dee T. Bass, MU. 3-0844.	J. JOLLES STUDIOS, INC.	33 EAST 33RD STREET SHOWROOM
Jan. 10	38TH ANNUAL CONVENTION OF THE NATIONAL RETAIL DRY GOODS ASSOCIATION AT THE HOTEL PENNSYLVANIA. Contact: NRDGA, CH. 4-8780.		
Week Of Jan. 10	SHOWING OF INFANTS' AND TOTS' COLLECTION Showing for press and trade of hand-finished, hand-embroidered fashions for infants and tots by Orloff. Publicity: Dee T. Bass, LA. 4-8618.	INTERNATIONAL NEEDLECRAFT	10 WEST 33RD STREET 8TH FLOOR
Tuesday Jan. 11 8:00 A.M. Breakfast	SHOWING OF FASHIONS FOR LITTLE PEOPLE Showing for the out-of-town press of embroidered fashions for children by Schiffli. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Jan. 11 9:45 A.M. Going On	FOURTEENTH BRIDAL BUSINESS CLINIC Brides House, Inc., announces "The Bride's Magazine" Fourteenth Bridal Business Clinic, at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton for the entire day. In addition to a series of informative business sessions, the program includes a luncheon in the Grand Ballroom, featuring a leading radio personality; a Home Furnishings Show; and will be climaxed by a Fashion Show ending at 4:15 P.M. A champagne party will follow until 5:30 P.M. Attendance by invitation, for retailers from leading stores, coast to coast and Canada; and resident buyers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ-CARLTON HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John introduces his "Let It Go To Your Head" Spring millinery collection in his new building. For New York press, by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 12:15 P.M. Luncheon	SPRING COLLECTION FOR VISITING PRESS Paul Farnes will present his Spring dress and suit collection to the out-of-town press. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	PAUL FARNES	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 2:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Capri will present their Spring collection to the out-of-town editors. Attendance by invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI	1372 BROADWAY SHOWROOM
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949"--new cotton collection by Jerry Parnis. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 5:00 P.M. Cocktails	ADVANCE COLLECTION FOR VISITING PRESS Joseph Halpert will show his complete Advance Collection, including a special group of dresses designed by Jacques Fath and manufactured by Joseph Halpert. For local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	ST. REGIS HOTEL ROOF
Tuesday Jan. 11 6:00 P.M.	MILLINERY SHOWING FOR VISITING EDITORS Mr. John opens his new building with a press preview of his "Let It Go To Your Head" Spring collection. Attendance by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 12 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Presentation of Spring millinery for out-of-town press only. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	HOTEL COMMODORE
Wednesday Jan. 12 9:00 A.M. Breakfast	PRESS PREVIEW OF COTTON COLLECTION Sigmund Crane presents his collection of "Carefree Cottons" by a leading American designer, to retail under \$30.00. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM
Postponed Jan. 12	THE HENSON OF TEXAS LINGERIE SHOWING ORIGINALLY SCHEDULED FOR WEDNESDAY, JAN. 12, AT 9:30 A.M. HAS BEEN POSTPONED. (New date later).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 12 1:00 P.M. Luncheon	HAIR STYLES & HATS AT LUNCHEON SHOW Showing of "Spring Headlines" -- hair styles by Bernord Az Guro and hats by Emme, during luncheon. Press by invitation. Public by reservation. Guro Publicity: Aileen Guthridge, CI. 7-4239. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	BERNORD AZ GURO; & EMME	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 12 4:00 P.M. Cocktails	SPRING MILLINERY & SPRING COIFFURES Preview of Spring Millinery fashions by Florence Reichman, coordinated with M. Louis Fashion Forecasts of Spring Coiffures. For local and out-of-town press. By invitation only. Contact at Florence Reichman: Miss Jacqueline, PL. 8-1525; M. Louis Publ.: Aileen Platt, WI. 7-9428.	FLORENCE REICHMAN; & M. LOUIS	1 WEST 57TH STREET SALON
Wednesday Jan. 12 4:30 P.M. Cocktails	"TWO WEEKS WITH PAY" FASHION SHOW Preview of the May 1949 issue of Charm Magazine, based on the theme, "Two Weeks With Pay". For personnel of Charm tie-in stores, retail buyers, executives. By invitation only. Contact: Eloise Ray, MU.3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 12 5:00 P.M. Cocktails	COCKTAIL SHOWING OF "BIJOUX DE PRINTEMPS" Presenting the Spring Collections of both La Tausca pearls and jewelry by Dorel, coordinated with new ready-to-wear fashions. Showing promptly at 5:30 P.M. For trade and press, by invitation only. Show coordinator: Helen Faith Keans. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	HOTEL AMBASSADOR AMBASSADOR GARDENS
Wednesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE Seamprufe, Inc. will present their new Spring line of lingerie in a continuous showing at a Calypso Carnival for the visiting and N.Y. press. <u>Trade invited from 7:00 P.M.</u> Attendance by invitation only. Publicity: Billi Rubin, Wesley Associates, MU. 6-7077.	SEAMPRUFE INC.	412 FIFTH AVENUE SHOWROOM
Wednesday Jan.12 6:15 P.M. Cocktails	PREVIEW OF FOOTWEAR FOR VISITING PRESS Preview of late Spring and Advance Summer fashions in footwear by I. Miller for out-of-town and local press. Attendance by invitation only. Publicity: Mildred Held, ST. 4-7800.	I. MILLER	689 FIFTH AVENUE SALON
Thursday Jan. 13 8:00 A.M. Breakfast	"TIME FOR RIBBON" FASHION SHOW Breakfast showing for visiting editors with a presentation of fashions in ribbon. Attendance by invitation only. Publ.: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday Jan. 13 12:15 P.M. Luncheon	PRESS PREVIEW: "WHEN WE WERE VERY YOUNG" Richard Hudnut will invite local and out-of-town press to luncheon for a dramatic presentation of "When We Were Very Young", directed by Ann Delafield. By invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	HOTEL PLAZA GRAND BALLROOM

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Thursday Jan. 13 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring millinery fashions by Helen Liebert for N.Y. press and buyers. By invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Thursday Jan. 13 2:30 P.M.	FOURTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in store across the country. The clinic will be followed by a wedding reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Jan. 13 4:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT OF TOWN EDITORS Laddie Northridge will present his Spring millinery to the out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday Jan. 13 5:00 P.M. Cocktails	"SUNSHINE" -- SPRING FASHION PRESENTATION Mayflower (misses), Amerisport (half sizes), and Nan Scott (juniors) will present their new Spring lines to the press and trade. Attendance by invitation only. Contact: Fred Minchenberg, LA. 4-8841.	MAYFLOWER DRESS CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday Jan. 13 5:30 P.M. Cocktails	CUSTOM-MADE FASHIONS AND SPRING MILLINERY Showing for the out-of-town press of Lilly Dache's new collection of custom-made fashions and Spring millinery. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday Jan. 14 8:00 A.M. Breakfast	JUNIOR FASHIONS FOR VISITING PRESS Virginia Spears Junior Fashions for Spring will be presented to the out-of-town press during breakfast. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	VIRGINIA SPEARS JR.	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 14 12:00 Noon Luncheon	SPRING COLLECTION FOR VISITING PRESS Presentation of the Varden Petite Spring Collection to the out-of-town press. Attendance by invitation only. Publicity: David Rand, Roy S. Durstine, CI. 6-1400.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM
Friday Jan. 14 3:00 P.M.	DIOR-N.Y. SHOW FOR VISITING PRESS The out-of-town press will be invited to a preview of Monsieur Christian Dior's first American Collection, presenting Spring fashions. Attendance by invitation only. Publicity: Mrs. Ellen Engel, PL. 7-2024.	MONSIEUR CHRISTIAN DIOR- NEW YORK	730 FIFTH AVENUE SALON
Friday Jan. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF YOLANDE LINGERIE Yolande's collection of handmade lingerie for Spring will be presented to the out-of-town and local fashion press. Included in the showing will be new fabrics, colors, and couture designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 14 4:00 P.M.- 6:30 P.M.	FIRST ANNIVERSARY "ATTIC PARTY" Attic Party showing how the Bride bound by purse strings can have the "wedding of her dreams". For bridal buyers, by invitation only. Contact: Miriam B. Reichl, PL. 7-5580.	"YOURS FOR THE BRIDE"	41 WEST 47TH STREET
Friday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Annual cocktail party for the out-of-town and local press by Dan River Mills. Attendance by invitation only. Publicity: Jane Shipton, John A. Cairns, OR. 4-5600.	DAN RIVER MILLS	RCA BUILDING NORTH LOUNGE
Friday Jan. 14 5:00 P.M. Cocktails	PRESS SHOWING OF SPRING HANDBAGS Richard Koret will present his Spring handbag collection to the local and out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
Friday Jan. 14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Braagaard will present his Spring and Summer hats to the out-of-town editors in his new salon. Attendance by invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Friday Jan. 14 7:00 P.M. Dinner	SPRING FASHION SHOW FOR VISITING PRESS William Bass will present his Spring Collection at a dinner for the out- of-town press. Attendance by invitation only. Publicity: Laura Benham, PL. 5-3000.	WILLIAM BASS	SAVOY-PLAZA SAVOY ROOM
Saturday Jan. 15 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will personally present his Spring collection of afternoon cocktail, dinner and evening fashions to the out-of-town press. A "first cup of coffee" will be served. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Saturday Jan. 15 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS Semi-annual millinery fashion show and breakfast for the out-of-town press by Sally Victor. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 15 10:30 A.M.	SHOE FASHIONS FOR VISITING PRESS Delman's Spring shoe collection will be presented to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-3580.	DELMAN	754 FIFTH AVENUE SALON
Saturday Jan. 15 11:30 A.M.	SPRING COLLECTION FOR VISITING PRESS Fira Benenson will present her Spring Dress Collection to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Saturday Jan. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will have a luncheon and fashion show for the out-of-town press. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM

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Saturday Jan. 15 2:00 P.M.	MILLINERY SHOW FOR VISITING EDITORS Mr. Fred Frederics of John Frederics, Inc. will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Saturday Jan. 15 3:00 P.M.	COATS AND SUITS FOR VISITING PRESS Molly of Levy-Blum will present her Spring coats and suits to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	MOLLY OF LEVY-BLUM CORP.	WALDORF-ASTORIA JADE & BASILDON ROOMS
Saturday Jan. 15 4:30 P.M. Cocktails	SHOWING OF NEW HAIR STYLES FOR SPRING "Spring Headlines" -- showing of Spring hair styles by Bernord Az Guro during the cocktail hour. Press by invitation. Public by reservation. Publicity: Aileen Guthridge, CI. 7-4238.	BERNORD AZ GURO	LESLIE HOUSE 30 WEST 56TH STREET
Sunday Jan. 16 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING PRESS Walter Florell will have a cocktail party for the out-of-town press and a showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday Jan. 17 12:30 P.M. Luncheon	HOSIERY FASHIONS AT LUNCHEON SHOW Gotham will present Spring hosiery fashions at a luncheon show for the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Jan. 17 4:00 P.M. Cocktails	PARIS-INSPIRED COTTON DRESSES The advance collection of Paris-inspired dresses by Tailortown (Wolfson & Greenbaum, 132 W. 36th St.) will be shown to the local and out-of-town press. (<u>Note change of date</u>). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	TAILORTOWN	ST. REGIS HOTEL PENTHOUSE
Monday Jan. 17 5:00 P.M.	FASHION PRESS "GRIDIRON" PARTY "Gridiron" cocktail party for visiting editors. Strictly by invitation.	NEW YORK DRESS INSTITUTE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Beginning Monday Jan. 17	OPENING OF SUMMER COLLECTION Presentation of Spring cottons and sheers, designed by Lester Wicks. Showing daily at 10:30 A.M. and 2:30 P.M. Contact: PE. 6-0287.	KORY JR.	1375 BROADWAY SHOWROOM
Tuesday Jan. 18 11:00 A.M.	SHOWING OF SCARFS TO VISITING PRESS Brooke Cadwallader will present a showing of his Spring scafs and Summer prints. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHION AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 19 4:30 P.M. Cocktails	SHOWING OF KID SHOES AND ACCESSORIES The Kidskin Tanners' Guild, representing eighteen manufacturers of goat and kid leather, will present a showing of shoes, bags, millinery, coats, and novelties in suede kid, crushed, and glazed kid. Attendance by invitation. Publicity: Rhea Nichols, or Antoinette McShan, MU. 6-1623.	KIDSKIN TANNERS' GUILD	HOTEL CHATHAM MAIN DINING ROOM
Thursday Jan. 20 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 27 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Beginning Monday Jan. 31	OPENING OF SUMMER LINES The following members of The Sportswear Guild will present their Summer Collections during the week of January 31: Adler & Adler, Inc.; Davidow; David M. Goodstein, Inc.; Kane-Weill; Mutual-Rosenbloom Co.; Charles W. Nudelman, Inc.; Zoltan Rosenberg; Sportcraft, Inc.; and Star-Maid Dress, Inc. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Wednesday Feb. 2 4:00 P.M.- 7:00 P.M. Cocktails	STARCHED COTTONS BY LEADING DESIGNERS "Fashion Accents Crisp" is the theme of a fashion show which is being planned by Linit Starch. The show will feature three summer cottons from the collections of fifteen leading designers. Attendance by invitation only. Coordinator: William J. McKenna Jr. Publicity: Eileen Kassel, Bert Nevins, Inc., WI. 7-9715.	LINIT DIVISION OF CORN PRODUCTS CO.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Feb. 7	FOGA TO SHOW SUMMER LINES The members include: Hansen Bang, Inc.; Ben Barrack, Inc.; William Bass Dress Co.; Capri Frocks, Inc.; Carlye Dress Corp.; Deitsch, Wersba & Coppola, Inc.; Fox-Brownie, Inc.; Ed Gerrick, Inc.; A. Goodman & Co., Inc.; Fred Greenberg Dress Co., Inc.; Joseph Halpert, Inc.; Horowitz & Duberman, Inc.; International Dress Co., Inc.; Junior League Frocks, Inc.; Kaplan & Grabois; Samuel Kass Gowns, Inc.; Charles Lang, Inc.; David Leonard & Levine Co.; Mary Lee, Inc.; Parnis-Livingston, Inc.; Ben Reig, Inc.; G.H.D. Robbins, Co.; Rudolf Gowns; Paul Sachs Originals, Inc.; Martin Simon, Inc.; Herbert Sondheim, Inc.; Frank Starr, Inc.; Suzanne-Augustine, Inc.; Janet Taylor; and Hannah Troy, Inc. Contact: Leonard W. Gendler, Exec. Secy., CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
Thursday Feb. 17 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics Division luncheon meeting. More details later. Price: (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

MUSIC...MOVIES...THEATRES

Saturday
Dec. 25 PREMIERE: "ENCHANTMENT" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
Samuel Goldwyn presents a love story based on the Rumer Godden novel, "Take Three Tenses", about two generations of Londoners in a peaceful world and a world at war, covering a span of 99 years. Starring David Niven, Teresa Wright, Evelyn Keyes. Director: Irving Reis. Screenplay: John Patrick. Costumes: Mary Wills. Publicity: Lynn Farnol, PL. 7-7900.

Saturday
Dec. 25 PREMIERE: "FORCE OF EVIL" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH
Metro Goldwyn Mayer will release the Enterprise production based on Ira Wolfert's novel, "Tuckers' People", about the "numbers racket." Starring John Garfield and Beatrice Pearson. Publicity: Herbert Crooker, LU. 2-2000.

Sunday
Dec. 26 OPENING: "OH, MR. MEADOWBROOK" GOLDEN THEATRE, 45TH W. OF B'WAY
John Yorke presents Ernest Truex in a comedy by Ronald Talfer and Pauline Jamerson about a timid taxidermist and his sudden love life. With Vicky Cummings, Sylvia Field and Harry Ellerbe. Director: Harry Ellerbe. Costumes: Lucille Little. Sets: Wolfgang Roth. Publicity: Williard Keefe and David Tebet, CI. 6-7492.

Week
Of
Dec. 27 METROPOLITAN OPERA, 5TH WEEK: METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
MONDAY, DEC. 27: LOUISE, (Charpentier). Conductor: Emil Cooper.
TUESDAY, DEC. 28: IL BARBIERE DI SIVIGLIA, (Rossini). Conductor: Cimara.
WEDNESDAY, DEC. 29: DIE WALKUERE, (Wagner). Conductor: Busch.
THURSDAY, DEC. 30: L'ELISIR D'AMORE, (Donizetti). Conductor: Antonicelli.
FRIDAY, DEC. 31: LA TRAVIATA, (Verdi). Conductor: Antonicelli.
SATURDAY, JAN. 1: (Mat.) LUCIA DI LAMMERMOOR, (Donizetti). Conductor: Cimara.
SATURDAY, JAN. 1: (Eve.) CARMEN, (Bizet). Conductor: Pelletier.
Publicity: Margaret Carson, FE. 6-1200.

Monday
Dec. 27 OPENING: "THE MADWOMAN OF CHAILLOT" BELASCO THEATRE, 44TH ST. E. OF B'WAY
Alfred de Liagre, Jr. presents Jean Giraudoux's comedy, which was the hit of the 1946 season in Paris. Starring Martita Hunt, John Carradine, Estelle Winwood. Director: Alfred de Liagre. Sets and costumes by Christian Berard. Publicity: Bernard Simon, CI. 5-7294.

Tuesday
Dec. 28 VIOLIN CONCERT: YEHUDI MENUHIN CARNEGIE HALL, 7TH AVE. & 57TH ST.
Columbia Concerts present Yehudi Menuhin in his only N. Y. concert this season. For benefit of United Jewish Appeal. Leonard Bernstein will conduct N. Y. Philharmonic Orchestra. Publicity: Frances Smith, CI. 7-6900.

Wednesday
Dec. 29 OPENING: "THE RAPE OF LUCRETIA" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Marjorie and Sherman Ewing and Giovanni Cardelli present a music drama in two acts with book by Ronald Duncan and music by Benjamin Britten. Starring Kitty Carlisle. Staged by Agnes deMille. Musical director: Paul Breisach. Sets: John Piper. Publicity: Leo Freedman, CH. 4-7250.

Thursday
Dec. 30 OPENING: "KISS ME KATE" CENTURY THEATRE, 7TH AVE. & 50TH ST.
Arnold Saint-Subber and Lemuel Ayers present a new musical about a theatrical couple who play "Taming Of The Shrew" both on and off-stage. Starring Alfred Drake and Patricia Morison. Music and lyrics by Cole Porter. Book by Bella Spewak. Director: John C. Wilson. Sets: Lemuel Ayers. Choreography: Hanya Holm. Publicity: Ross Associates, BR. 9-5906.